Data and Privacy File Guides

Apple Media Services:
iTunes Payment Stack - Activity

February 2023

File name

iTunes Payment Stack - Activity.csv

File description

This file contains information about how the user interacts with the stackable features, such as adding, removing, or reordering payment methods and editing payment method details.

Why Apple keeps this information

Apple retains this information in order to understand user behavior and preferences, measure feature performance, and improve software design.

Field Name	Details
Action Details	Addtional information about the user action, specifically as it pertains to the use of various buttons on pages
Action Details Amount Selected	Additional information about the amount of money that the user has asked to redeem
Action Details Auto Reload Status	An indication of the customer's current auto reload status
Action Details Currency	The currency associated with the selected carrier
Action Details Key Value	The message that was displayed to the user when setting up a new carrier
Action Details Min Balance	The minimum balance the user has predefined in user settings
Action Details Mobile Phone Verify	An indication of whether or not this phone has been verified with a carrier
Action Details Reload Amount	The amount selected as the reload amount by the user
Action Details Reloads	The frequency of the reload amount, based on either a pre-defined frequency or a minimum balance
Action Details Setup Method	Additional details about the reload settings, including the frequency, reload amount, currency, and minimum balance
Action Details Start	The date the reload started
Action Type	The action's intended effect
Action URL	The internet address associated with the link on which the user took action
Adjusted Event Time	Derived field - used for sessionization. In sessionized datasets we have adjustedEventTime which is derived from eventTime, postTime and receiptTime
Analytics Client ID	A randomly generated device identifier (unique for each device), which expires every 6 months
App Name	The name of the application from which the content was played
App Version	The version of the App from which the user action was taken

Field Name	Details
Application Reference	The Apple application in which the user took action
Auto Reload Setting	The user's action for setting auto reload (e.g., turns on auto-reload, turns off auto reload)
Auto Reload Status	The user's auto reload status (e.g., low balance, scheduled)
Click Target	Identifier for the target of the user's action (typically an Apple content identifier)
Click Target Type	Client-hardcoded type of click element
Client ID	Identifier for the device from which the user action was taken (this identifier rotates every 6 months)
Cookies	Cookies used to log app page views associated with a marketing campaign and used to evaluate variants on the user's responses to app design
Details	Additional use-case specific information not represented by specific fields
Details Amount	The adjusted minimum balance for reloads
Details Entered Amount	The amount being added to the user's account
Device Correlation Key	The click actions associated with the user's purchases
Device Data Capacity	Deresolutioned representation of the total disk space allocated to the data partition of the disk on the user's device
Device Data Capacity Available	Deresolutioned representation of the available free space on the data partition of the disk on the user's device
Device Disk Capacity	Deresolutioned representation of the total disk space on the user's device
Device Event ID	The unique identifier for the device event
Device System Capacity	Representation of the total system capacity
Device System Capacity Available	Representation of the available free space on the system partition of the disk on the user's device
Dialog Buttons ID	Identifier of the dialog
Dialog Message	Message display to the user
Dialog Options	List of non-localized controls (ie buttons) that the user can choose from
Dialog Result	The result of the user action taken
Dialog Title	Non-localized dialog title
Dialog Type	The type of dialog
Display Criteria	The type of dialog box (informational, selection, etc..)
Europe Bank ID	The identifier for the bank partner in European countries
Event Date Time	The date and time on which the activity occurred

Field Name	Details
Event Key	The user action that of changing application pages
Event Send Time	The time (UTC) in milliseconds at which the user action was completed
Event Type	The user action taken on an app (e.g., click, search, enter, exit, etc.)
Event Version	The schema version for the action taken by the user
Experiment ID	The identifier for the evaluation variant
External Referral URL	The internet address of the web browser page from which the user was linked into the application
Hardware Model	The model of hardware used
Host App Name	The application name from which the Apple Media Property functionality was used
Host App Version	The version number of the app from which the Apple Media Property functionality is used
India Bank Issuer ID	The identifier for bank issuer in India
IP Bandwidth	Estimated bandwidth of device network connection from which the user action was taken
IP City	The city from which the action was taken, as determined by the user's IP address
IP Company	The company from which the IP address was issued
IP Continent	The continent from which the action occurred, as determined by the user's IP address
IP Country Code	The country from which the event occurred, as determined from the user's IP address
IP Latitude	The country from which the event occurred, as determined from the user's IP address
IP Longitude	The longitude from which the event occurred, as determined from the user's IP address
IP Network	The network associated with the user's IP address
IP Network Type	Type of network connection
IP Region Code	The region from which the event occurred, as determined from the user's IP address
IP Time Zone	The time zone from which the event occurred, as determined from the user's IP address
Is Signed In	Whether the user has been authenticated
iTunes Payment Stack Activity Action Context	The page from which the user action was taken
Language	Language in which text is displayed
Launch Time	The time it took the application to launch
Masked IP Address	The masked IP address from which the event occurred, as determined from the user's IP address
Message Code	Numeric or unlocalized string value related to the message

Field Name	Details
Message Verification	Confirmation for which the user action was taken
Notification ID	Notification request identifier
Notification Type	Type of notification sent to the user (e.g., Billing Error)
Operating System	Operating system used to complete the action
Operating System Version	Version of the operating system used to complete the action
Page	The page on which the event occurred
Page Context	The context of the user's interactions with a page (e.g., Buy, AddPayment, ManagePayment, Redeem, TopUp, AccountCreate)
Page Detail Promo	The content promo message that appears at the direct top up page
Page Detail URL	Additional information related to the page from which the user action was taken
Page Details	The type of error on the payment detail page, if applicable
Page Details Apple Pay Enabled	Whether Apple Pay was enabled on the page
Page Details Bank Transfer	An indication of whether a transaction has transferred to the bank
Page Details Carrier ID	The numeric identifier for carrier when the user has changed or added a new carrier
Page Details Denomination	The action of the user to choose a gift card amount on the page
Page Details Message	The message of the page displayed to the user
Page Details Reload Status	Representation of Auto Reload Status on the page
Page History	The last five pages viewed by the user
Page ID	The page on which the user action was completed
Page Inputs	The phone number or verification code entered by the user
Page Load Time	Describes the time in a milliseconds for which the user action was taken
Page Name	The name of the page the user is on
Page Type	Describes the type of page on which the user action was completed
Page URL	Open url and it should be reported should be the original url (pre-redirects) before any query parameter filtering or redirects Example expected query params: itscg Campaign Group (channel such as email, push notifications, etc.) itsct Unique identifier for marketing campaigns within a channel

Field Name	Details
Pixel Ratio	The pixel multiplier factor
PSD Context	PSD Country Only. Additional information related to the page from which the user action was taken
PSD Step Up Flow	The user action taken to initiate transaction in PSD Countries
PSD Verification URL	The user action taken to initiate transaction and get verification URL for transaction on PSD Counties
PSD Verification URL Code	After the user action taken to initiate transaction and get confirmation code for transaction in PSD Counties
Reference	URL options for the user to manage their payments
Screen Height Pixel	The device screen height, in pixels
Screen Width Pixel	The device screen width, in pixels
Store Front	The country from which the action occurred
Store Front Name	The name of the country at the time the user action is being created
Timezone Offset	The difference between GMT (UTC) and the user's local time when an event originated, in minutes
Type	The type of event or primary activity
User Actions	Actions the user took while interacting with a dialog
User Agent	Information about the user's device, including the operating system and browser, from which an action was completed
User Type	Identifier for the user as a subscriber
User Visit ID	A unique identifier for the user's visit session
Visit Start Time	The time the user session was started
Window Inner Height	App viewport height in pixels which excludes window "chrome", status bars, etc.
Window Inner Width	App viewport width in pixels which excludes window "chrome", status bars, etc.
Window Outer Height	Height in pixels of containing window, encompassing app viewport as well as window chrome, status bars, etc.
Window Outer Width	Width in pixels of containing window, encompassing app viewport as well as window chrome, status bars, etc.